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54th Year 1985

CBS becalms Turner

Takeover targets Evening News

Vol. 109 No. 6

Broadcasting Aug 5

CBS emerges victorious in takeover fight with Turner
Lear, Perenchio make hostile bid for Evening News Association
Storer board votes for KKR □ Football 1985

CBS VICTORY □ Actions from judge in Atlanta and FCC in Washington go against Turner in his bid for CBS. Network announces completion of stock buyback bid. **PAGE 23.**

HOSTILE BID □ Norman Lear and Jerry Perenchio make $1,000-per-share tender for 435,000 shares of closely held Evening News Association, whose principals say diversified media company is not for sale at any price. **PAGE 24.**

COMING UP A WINNER □ Storer board unanimously approves Kohlberg Kravis Roberts & Co. bid over Comcast proposal for purchase of Miami-based group owner and cable MSO. **PAGE 26.**

BACK AGAIN □ Tim Wirth introduces another children's television bill which would mandate educational programing for children. **PAGE 28.**

SUPER RADIO □ NRBA lifts trial balloon on gathering all radio association components under one roof. **PAGE 29.**

FOOTBALL 85 □ Rights payments by broadcasters and cablecasters reach $530 million for professional and college football. Ranks of syndicators in college arena have thinned somewhat, stemming from shakeout after NCAA decision last summer. Advertising rates for professional games show mild increase. **PAGE 33.**

FROM THE HILL □ House and Senate pass compromise bill on separate systems giving Intelsat qualified support for change in pricing system. **PAGE 42.**

BLUE FIGHT □ Senate committee holds hearing on Helms measure to curb "obscene" material on cable and telephone. **PAGE 46.**

BLAIR STUDY □ Report of rep agency sees television remaining in overall health in next few years. **PAGE 55.**

HIJACK HEARING □ Network coverage of TWA hijacking comes under scrutiny at House hearing. **PAGE 58.**

PANEL DISCUSSION □ ABC examines hijack coverage in *Viewpoint* program and finds critics suggesting room for improvement. **PAGE 61.**

RATINGS SUIT □ Independent KTZO(TV) San Francisco sues Arbitron and ABC, alleging "ratings distortion." **PAGE 64.**

SYRACUSE MEETING □ Ways to increase minority ownership and participation are explored at NAB/Broadcap conference. **PAGE 70.**

PRIME TIME RESCHEDULING □ WNET(TV) New York joins list of PBS stations moving *MacNeil/Lehrer NewsHour* to later time period. **PAGE 73.**

TO THE ALPS □ U.S. delegation to Space WARC heads to Geneva to begin discussion on allocation of international fixed satellite service spectrum. **PAGE 74.**

BALANCING ACTOR □ Calm amid controversy broadcast equipment designer Bob Orban considers his business an "exquisite compromise." **PAGE 95.**

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Engineers Broadcast Technology Society fall broadcast symposium. Hotel Washington, Washington. Information: (202) 429-5346.

Sept. 20-22—*Maine Association of Broadcasters* annual meeting. Sebasco Estates, Sebasco, Me.

Sept. 20-22—Economics II, conference for journalists, sponsored by *Foundation for American Communications*. Keystone Conference Center, Keystone, Colo.

Sept. 21-24—Intelevent '85, fourth annual telecommunications conference, sponsored by *Finley, Kumble, Wagner, Heine, Underberg, Manley & Casey; E.F. Hutton; Peat, Marwick, Mitchell & Co.*, and *International Herald Tribune*, and produced by International Televent Inc. Speakers include Richard Butler, ITU; Richard Colino, Intelsat; Andrea Caruso, Eutelsat, and Mimi Dawson, FCC commissioner. Hotel Montfleury, Cannes, France. Information: (202) 857-4612.

Sept. 22—Presentation of *Academy of Television Arts and Sciences'* 37th annual prime time Emmy awards, on ABC-TV, originating from Pasadena Civic Auditorium, Pasadena, Calif.

■ **Sept. 24**—*International Radio and Television Society* newsmaker luncheon, with FCC Chairman Mark Fowler. Waldorf-Astoria, New York.

■ **Sept. 24**—*Cabletelevision Advertising Bureau* local advertising sales workshop. St. Louis Airport Marriott, St. Louis.

Sept. 25-27—*National Religious Broadcasters Association* Southeastern conference. Ritz Carlton, Atlanta.

Sept. 25-27—Great Lakes Cable Expo, sponsored by *cable TV associations of Indiana, Illinois, Ohio and Michigan*. Keynote speaker: Ed Allen, chairman, National Cable Television Association. Indianapolis Convention Center and Hoosier Dome.

■ **Sept. 26**—*Cabletelevision Advertising Bureau* local advertising sales workshop. Cleveland Airport Marriott, Cleveland.

Sept. 26-28—International Mobile Communications Show and Conference, sponsored by *Electronic Industries Association*. Washington Convention Center, Washington.

Sept. 26-29—Southeast area conference of *American Women in Radio and Television*. Ritz Carlton Buckhead, Atlanta.

■ **Sept. 27-29**—*North Dakota Broadcasters Association* annual convention. Sheraton-Galleria hotel, Bismarck, N.D.

■ **Sept. 28-Oct. 1**—*Texas Association of Broadcasters* radio-TV engineering conference/fall convention (management conference). Registry hotel, Dallas.

Sept. 29-Oct. 1—*Minnesota Broadcasters Association* fall convention. Holiday Inn, Winona, Minn.

Sept. 29-Oct. 1—*Washington State Association of Broadcasters* fall meeting. Sheraton Inn, Tacoma, Wash.

■ **Sept. 29-Oct. 1**—*New Jersey Broadcasters Association* 39th annual convention. Golden Nugget casino hotel, Atlantic City, N.J.

Sept. 29-Oct. 2—*National Association of Telecommunications Officers and Advisers* annual conference. Park Terrace Airport Hilton, St. Louis. Information: (202) 626-3250.

Sept. 30—Deadline for entries for 1986 *Ohio State Awards* for programs broadcast from July 1, 1984, through June 30, 1985. Information: (614) 422-0185.

Sept. 30-Oct. 3—Sixth annual Nebraska Videodisk Symposium, sponsored by *University of Nebraska-Lincoln's Nebraska Videodisk Design/Production Group*. Nebraska Center for Continuing Education and Cornhusker Center on campus of University of Nebraska, Lincoln, Neb. Information: (402) 472-3611.

October

Oct. 1—Deadline for applications for Jefferson Fellowship program of *East-West Center*, for experienced news editors, writers and broadcasters to study Pacific Basin news issues. East-West Center, Honolulu. Information: (808) 944-7204.

Oct. 2-4—Careers conference, sponsored by *Institute of Electrical and Electronics Engineers* and *United States Activities Board*. Royal Sonesta hotel, Boston. Information: (202) 785-0017.

Oct. 4-6—*American Women in Radio and Television, South Central area*, conference. Park Suite, Oklahoma City.

Oct. 6-8—*Pennsylvania Association of Broadcasters* fall convention. Sheraton Station Square hotel, Pittsburgh.

Oct. 6-8—*Kentucky CATV Association* annual fall convention. Capital Plaza hotel, Frankfort, Ky.

Oct. 6-8—*North Carolina Association of Broadcasters* annual convention. Winston Plaza, Winston-Salem, N.C.

Oct. 6-9—*National Broadcast Association for Community Affairs* meeting. Albuquerque Marriott, Albuquerque, N.M.

Oct. 8-12—*MIPCOM '85*, international film and program market for television, video, cable and satellite. Cannes, France. Information: David Jacobs, Perard Associates, (516) 364-3686.

Oct. 9-11—*National Religious Broadcasters* Midwest regional conference, "Building Relationships." Holiday Inn-Chicago City Center, Chicago. Information: (312) 668-5300.

■ **Oct. 10**—*International Radio and Television Society* "Broadcaster of the Year" luncheon, honoring ABC's Ted Koppel. Waldorf-Astoria, New York.

■ **Oct. 10**—*Connecticut Broadcasters Association* annual meeting and fall convention. Parkview Hilton, Hartford, Conn.

Oct. 10-11—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meetings. Marriott Copley Place, Boston.

Oct. 10-12—Western area conference of *American Women in Radio and Television*. Rainbow hotel, Great Falls, Mont.

Oct. 10-13—*National Black Media Coalition* 12th annual media conference. Shoreham hotel, Washington.

Errata

Al Fetch, VP and general manager, WYRK(FM) Buffalo, N.Y., **joins** WVKO(AM)-WSNY(FM) **Columbus, Ohio**, as VP and general manager. Stations were incorrectly identified as New York in "Fates & Fortunes," July 29.

□

Capsule on **Concept Productions** in syndicators' section of radio special report in July 22 issue should have said that Concept **provides stations with up to 15 minutes,** not 50 minutes, **of customized material per week per announcer.** Also, rates for small markets begin at $490, not $450.

□

Western Union's **Westar III satellite has 12 C-band transponders,** not 24, as indicated in chart accompanying July 8 "Special Report" on satellites.

□

National Association of Broadcasters did not recommend FCC approve **Ad Audit TV commercial coding system,** as reported in July 22 "In Sync" item. NAB **asked commission, if it did authorize service, to maintain licensee control over and restrict signal segment used for coding.**

□

Figures supplied by **National Radio Broadcasters Association** in last week's story (July 29) about Radio '85 Management and Programing Convention were incorrect. There is about **33,000 square feet of exhibit floor space**, not 311,000.

Oct. 11—Fourteenth annual "CSU Broadcast Day," *Colorado State University*. Overall theme: "Radio-Television and Politics." Luncheon speaker: former President Gerald R. Ford. Information: Dr. Robert K. MacLauchlin, department of speech communication, CSU, (303) 491-6140.

Oct. 11-12—*Friends of Old Time Radio* 10th annual convention. Holiday Inn-North, Holiday Plaza, Newark, N.J. Information: Jay Hickerson, (203) 795-6261 or (203) 248-2887.

Oct. 11-13—*Illinois News Broadcasters Association* fall meeting. Chancellor Inn, Champaign, Ill.

Oct. 13-15—*Women in Cable* national management skills conference. "Managing a Maturing Business." Westin hotel, Denver.

Oct. 13-15—*Nevada Broadcasters Association* annual convention. Alexis Park hotel, Las Vegas.

Oct. 13-15—*National Religious Broadcasters Association* Southwestern regional convention. Holidome, Irving, Tex.

Oct. 13-16—*Women in Cable* fourth national management conference, "Managing a Maturing Business," in conjunction with *Denver University*, featuring "cable case studies." Westin Tabor Center hotel, Denver. Information: (202) 296-7245.

Oct. 15-17—Seventh annual Satellite Communications Users Conference. Louisiana Superdome, New Orleans.

Oct. 16-18—*International Music Video Festival*. The Kensington Rainbow, London. Information: (212) 245-4580.

Oct. 16-19—*American Association of Advertising Agencies* Western region convention. Hyatt Regency Monterey, Monterey, Calif.

Oct. 17-18—*Society of Broadcast Engineers, Pittsburgh chapter*, 12th regional convention and equipment exhibit. Howard Johnson's Motor Lodge, Monroeville, Pa.

Oct. 17-20—*American Women in Radio and Television* Northeast area conference. Ramada Renaissance, Washington.

Oct. 18—*Radio-Television News Directors Association* region 12 meeting with region one, Society of Professional Journalists/Sigma Delta Chi. Sheraton Center, New York.

Oct. 18-20—Economics conference for journalists, cosponsored by *Foundation for American Communications* and *Chicago Tribune*. Harrison Conference Center, Lake Bluff, Ill. Information: (213) 851-7372.

Oct. 20-23—American Children's Television Festival, being held for first time by *Central Educational Network* and *noncommercial WTTW-TV Chicago*. Drake hotel, Chicago. Information: (312) 545-7500.

Oct. 21-24—Computer graphics show, sponsored by *National Computer Graphics Association*. Georgia World Congress Center, Atlanta.

Oct. 22-24—*Mid-America Cable TV Association* annual convention. Vista International, Kansas City, Mo.

Oct. 22-24—*New York State Broadcasters Association* 31st annual meeting. Americana Inn, Albany, N.Y.

Oct. 22-24—*Ohio Association of Broadcasters* fall convention. Hyatt on Capitol Square, Columbus, Ohio.

Oct. 22-26—*Southern Educational Communications Association* conference of regional public broadcasters. Excelsior hotel, Little Rock, Ark. Information: (803) 799-5517.

■ **Oct. 23-25**—*National Religious Broadcasters Association* Eastern area conference. Philadelphia Airport Marriott, Philadelphia.

Oct. 27-Nov. 1—*Society of Motion Picture and Television Engineers* 127th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles.

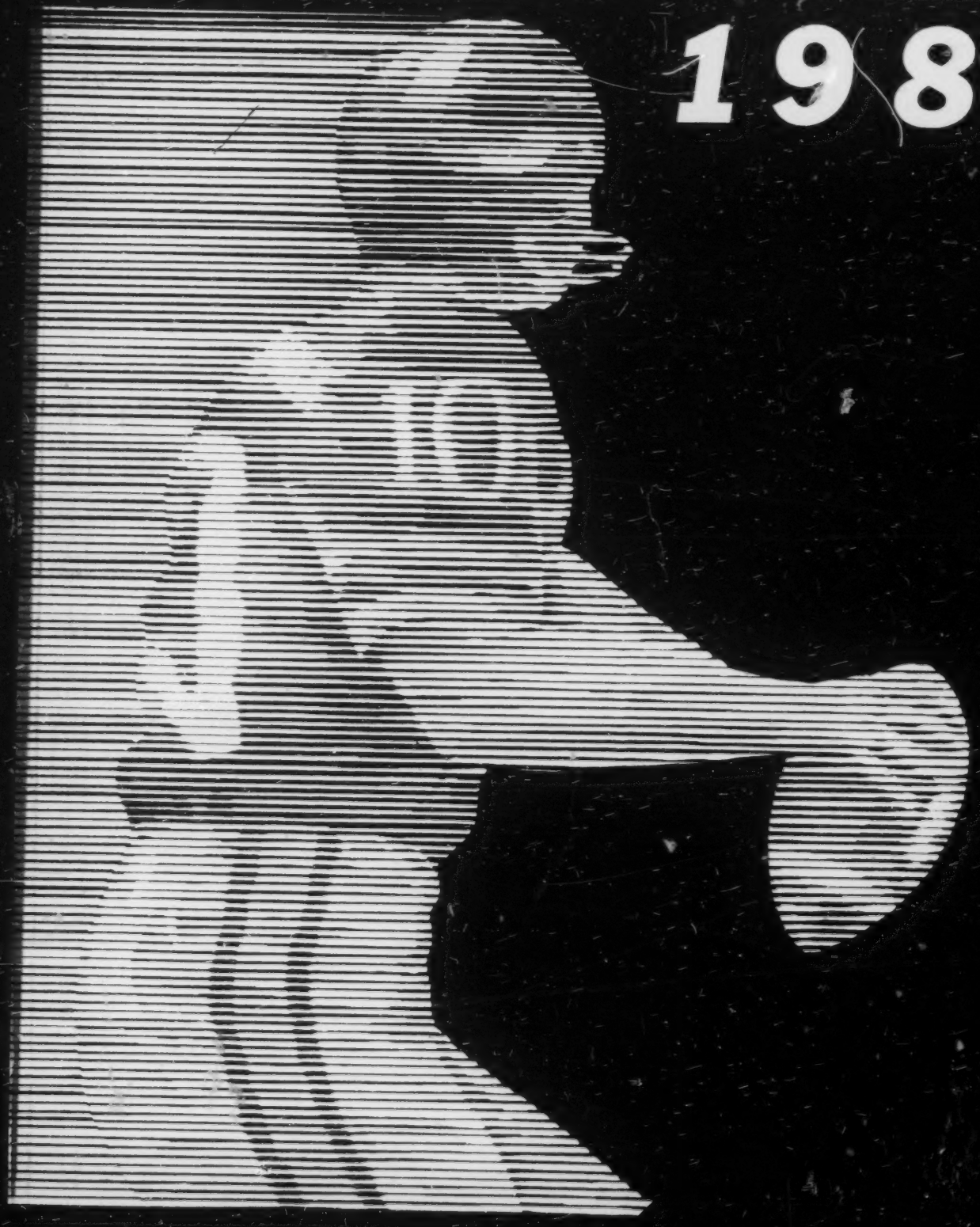
Oct. 30-Nov. 1—*Broadcast Financial Management Association/Broadcast Credit Association* board of directors meeting. Marriott Copley Place, Boston.

November

■ **Nov. 1**—Deadline for nominations for Golden Anniversary Director's Awards, under aegis of Ohio State Awards, sponsored by *Ohio State University's Institute for Education by Radio-Television*. Information: (614) 422-0185.

FOOTBALL

1985



Football rights in 1985 hit $530 million

That's the figure networks, local broadcasters and cable programers will pay for airing college and professional football in 1985, an increase of 6% over 1984, when payments were $501 million

Rights fees that broadcasters will pay this year for coverage of college and professional football are on the increase again, rising 6%, to $530 million, compared to 1984. Last year the networks (including cable) and local outlets paid $501 million, a figure that had dipped below 1983's $536.6 million. The drop was primarily because of the disarray in college football after last summer's Supreme Court decision nullifying the National Collegiate Athletic Association's contract with the networks. (This year's figures, however, do not include preseason television coverage of the Los Angeles Rams, which had not signed a rights package by press time. The figures also omit rights, probably totaling under $5 million, for some of the smaller college football attractions put together by small syndicators.)

For local coverage of the National Football League, broadcasters fees for radio are up 32% from last year's figure of more than $14.7 million, to nearly $19.6 million. Local television rights for preseason games are up 31%, to more than $5.33 million.

The three television networks are in the fourth year of a five-year, $2.2-billion deal with the NFL. Their payment is up 8%, from last year's $415 million to $450 million. ABC pays the most, about $160 million, while the CBS rights share comes to roughly $150 million, and NBC's to about $140 million.

Rates for advertising, on average, are up 5% to 10% over last year, although there have been some declines in certain categories. In the words of one buyer of commercial time, while the NFL schedule still represents a good buy, the approaching football season is being called neither a buyer's nor a seller's market. While the networks are said not to be adhering to rate cards strictly, the NFL is recognized as one of the best ways of reaching the male sports audiences.

The United States Football League is planning to change from a spring-summer schedule to a fall schedule in 1986, assuming it is still in business. Rights for the 1986 season have not been determined. ABC paid $9 million and $14 million, respectively, for USFL rights for the spring seasons in 1984 and 1985. ESPN paid $5.5 million in 1984. Its 1985 payment was the first year of a new three-year deal valued at $71 million.

On the college television front, CBS is paying $12 million for a package of Big 10, Pac 10 and Atlantic Coast Conference games, as well as selected other college games. Last year CBS paid $10 million for its coverage of the Big 10 and Pac 10. ABC is paying $15.5 million for a package of College Football Association games. Last year ABC paid $12 million for its CFA schedule. ESPN's rights fee for its schedule of CFA and smaller NCAA school contests comes to $12.5 million, and Turner Broadcasting System's rights fee for a 40-game schedule of Pac 10, Big 10 and Southeastern Conference games comes to about $7.5 million.

College football rights return to normal after last season's turmoil produced by NCAA decision; number of syndicators, and games available, have fallen off; advertising prices on the pro front continue to increase, with 30-second Super Bowl prices running $550,000

The football television rights picture for college has stabilized considerably this year as teams enter their second season without a NCAA pact, struck down by the U.S. Supreme Court in June 1984. The price of stability has been a shakeout of significant proportions, however, on the syndication level, where there are both fewer syndicators and fewer games in syndication than a year ago.

The networks, including CBS, ABC, ESPN and Turner Broadcasting System, and dominant football schools and conferences appear to be faring best in the post-NCAA era. CBS and ABC, for example, were to have paid between $33 and $34 million apiece in rights fees for their 1984 and 1985 NCAA football packages, while ESPN would have paid about $17 million for its supplementary package. With the voiding of those pacts, however, the three will pay substantially less both this year and next. CBS signed a two-year pact covering 1985 and 1986 for a package of Big 10-Pacific 10 games and will pay $18 million. Over the two years, CBS will broadcast 28 or 30 Big 10-Pac 10 contests. In 1984 it paid a little more than $9 million for a similar one-year package. The total CBS college football package will consist of 20 or 21 games for the 1985 season. The network is also paying $3.5 million for a two-year ACC package, which some have described as the "classic example" of what the Supreme Court intended when it voided the NCAA pact. Last year, as a conference participating in the CFA agreement with ABC and ESPN, the ACC received only $400,000. Thus, dealing for itself, it was able to quadruple its take in a year.

That deal over time, however, will likely prove to be an exception to the norm—there is only so much room in the network schedules and it is a safe bet they will continue to pursue rights of only the handful of conferences and independent schools that constitute the cream of the crop in college football. And according to Neal Pilson, group executive vice president at CBS/Broadcast Group, that is the way it has been and will continue to be. "Not that many small schools participated under the NCAA plan," he said. "The fact is the average small school didn't get much money under the old plan and isn't getting much money under the new plan either."

ABC and ESPN renegotiated with the CFA for a two-year package that will see ABC pay $31 million to broadcast a minimum of 21 games each year, while ESPN will pay $24 million to cablecast 17 games each season. ABC paid $12 million for 20 games and ESPN paid $9.3 million for 15 games in the 1984 season. This season, CBS and ABC will compete more directly in the late afternoon time period. Last season, CBS had more games with a noon or 12:30 p.m. start time. ESPN will carry its CFA package in prime time on Saturday evenings beginning Aug. 31. In addition, ESPN has picked up a five-game Thursday-night package (which will complement the special Thursday night games carried by ABC) featuring some of the smaller NCAA schools that normally do not receive much broadcast coverage. ESPN is also carrying two bowl games, the California, in conjunction with rights-holder Mizlou, and Yokohama bowls.

Turner Broadcasting System has put together a three-package, 40-game schedule of college football, which Rex Lardner, director of sports programing for TBS, describes as the most extensive of any network this year. WTBS, the superstation, will go head to head with ESPN in prime time on Saturdays with a package that will include games of the Big 10, Pacific 10, ACC and independents. That package will also be syndicated to broadcast stations nationally. In the early Saturday afternoon time period, WTBS will carry a package of Southeastern Conference games. In addition, TBS will syndicate an 11-game package of Big 10 games for Saturday afternoon carriage, none of which will be carried on the superstation. The total rights payments by TBS to the schools involved in its 1985 football coverage are estimated to be in the $7-million or $8-million range.

The USA Network is also carrying a package of 12 live regular-season games this year. Nine of the games are cablecasts of the syndicated broadcasts of Telstar Communications, headed by Fred Botwinik, former head of Katz Sports, which was acquired by Raycom earlier this year. Telstar is syndicating a 12-game Eastern regional broadcast package of four teams—Syracuse, Pittsburgh, Boston College and Notre Dame. Telstar is also syndicating three Notre Dame games, nationally, with expected coverage of about 70% of the country, according to Botwinik. USA will also broadcast six bowl games, three through an arrangement with Mizlou, which has the rights to the Cherry Bowl (Dec. 21), the Independent Bowl, and the Senior Bowl (Jan. 18), and three through an arrangement with Lorimar, which has the rights to the Holiday (Dec. 22), Bluebonnet (Dec. 31) and Freedom (Dec. 30) bowls. The Lorimar Sports Network has only the right to those three bowls, but plans to get involved in syndicated football on the college level "in a big way" in future seasons, according to Mark Solomon, an LSN executive. Most of its activity this year will be in basketball.

Jefferson Pilot Teleproductions is syndicating a package of 13 ACC games to broadcasters. The package will also be seen on the Madison Square Gardern cable network.

Last year's syndication market for college football was, by most accounts, a trying one. Most of the syndicators lost money and

several, that promised rights fees that they could not pay because they overestimated viewer and advertiser demand, did not survive. At least three of last year's football syndicators are no longer in that business. Katz Sports was absorbed by Raycom, which this year is producing an 11-game Southwest Conference package, an 11-game Big Eight package, the Aug. 29 Kickoff Classic at the Meadowlands Stadium in Rutherford, N.J., and the Liberty Bowl (Dec. 27). Two others that dropped out of the football syndication business are being sued for nonpayment of rights by the schools that did business with them—TCS/Metrosports, New Kensington, Pa., and the Nashville-based SportsView. One new company came on the scene. Fred Botwinik, the former president of Katz Sports, created his own company, Telstar Telecommunications Inc. (see above).

The experience last year of some major schools in the syndication market was so bad that they have opted not to participate in syndication this season. In fact, two entire major conferences are forgoing the syndication market this year—the Pac 10 and the Western Athletic Conferences. The Pac 10 last year had a syndication deal with TCS/Metrosports. In retrospect, said John McCasey, assistant director of the Pac 10, the conference's experience with TCS/Metrosports, "turned out to be a nightmare." An initial agreement called for the syndicator to pay the Pac 10 $4 million for the rights to a package of 1984 games. But just before the season began, the company came back and forced the conference to accept $3 million or face the possibility of having no deal at all. At that point, the conference obtained letters of bank credit guaranteeing $2.5 million of the $3 million in rights fees owed. The syndicator ended up defaulting, not only on the $3 million owed for football rights, but also on a $1-million basketball rights agreement. The conference has sued the syndicator for $500,000 not guaranteed by banks for the football payments as well as for the $1 million owed for the basketball contract. TCS/Metrosports declined to return several calls placed for comment.

But those problems aside, McCasey said, it is the conference's belief that "the proliferation of games is driving prices down. We've decided to take a step and cut back," in the hope that if a few others follow the lead the rights value may climb back to a premium. "We figure it's worth a try." McCasey declined to say exactly how much the Pac 10 was being paid for its participation in the CBS and TBS packages, but one source with knowledge of the agreements said the conference would receive a little more than $14 million over two years. On an annual basis, that is about equal to the slightly more than $7 million the conference received in 1983, the last year under the NCAA pact. This year, 10 to 12 Pac 10 games will be seen on television, compared to 21 last year, and 11 in 1983.

The Big 10, by comparison, will receive about $18 million, sources confirm, for its two-year pacts with CBS and TBS. That is the highest rights fee obtained in the current market by any conference, and more than the Big 10 ever realized on an annual basis under the NCAA pacts. But to get it, the Big 10 will expose 16 or 17 games a season, 11 Saturday afternoon games and five or six prime time games. Despite the fact that the conference is faring well under the new television agreements, the Big 10 and other major groups favored the NCAA plan. "The basic issue," said Big 10 commissioner Wayne Duke, is whether the added television exposure for college football will hurt game attendance. The answer remains to be seen, although at Big 10 schools, said Duke, while overall ticket sales for the coming season are ahead of last year, season ticket sales are off. The Big 10 is also suing a syndicator it used last year (after its initial deal with TCS/Metrosports fell through). Sportsview, the now defunct Nashville firm, partially defaulted on a rights payment. Duke declined to say how much was left unpaid, or how much the conference was suing Sportsview for.

The Western Athletic Conference also decided not to sign an agreement for a package of syndication games this season, although it had offers from both KUTV(TV) and KSL-TV, both Salt Lake City, and Curt Gowdy Sports. According to conference commissioner Joe Kearny, the member schools felt the early start times that would have been forced on the schools playing in the syndication package (noon) would have hurt game attendance. He said that some members may do their own local television deals. The WAC has lost money under the new television arrangements. In 1983 it earned $2.9 million, but last year, participating in the CFA plan, it earned about $2 million. This year's revenues are hard to determine at this point, said Kearny, but it is believed the conference and its schools should take in a minimum $2.3 million.

■ ABC-TV was scheduled to begin its NFL schedule on Aug. 3 with the Hall of Fame Game, with its lineup of Frank Gifford, and two Hall-of-Fame inductees, O.J. Simpson and newcomer Joe Namath. Spots for the Hall of Fame Game were selling at $35,000 per 30 seconds. Two preseason games, Aug. 19 and Aug 26, will include $75,000 30's. Spots in the regular *Monday Night Football* lineup of 16 games will sell at $175,000 per 30, down from last year's price of $185,000. There will be five football broadcasts on Thursday, Friday and Sunday this year, with spot prices being a reported $10,000 to $15,000 lower than Monday-night spots. ABC has not reached a final decision on whether to begin non-Monday night games an hour earlier at 8 p.m. NYT.

On the college front, 30-second spots on the CFA schedule open at $45,000. The Gator Bowl (Dec. 30) and the Sugar Bowl (Jan. 1) will be priced at $65,000 and $110,000 per 30-second spot, respectively.

According to J. Larre Barrett, vice president of sales, ABC Sports, the *Monday Night* schedule is 50% sold. With the first games already sold out, he said he expects the entire schedule to be 90% sold going into the first game. But in characterizing the current mood of the advertising market, Barrett would not lean in any direction: "It's not a seller's market, but it's not a buyer's market either." Barrett mentioned that sales for the World Series on ABC, which he said is now 65% sold, influence sales for early-season football because they "take money out of the overall sports marketplace."

■ At NBC-TV, a spokesman said the network is selling spots for the Super Bowl at $550,000, up from $500,000 last year, when ABC carried the game. NBC's schedule begins with preseason games on Aug. 14, Aug. 24 and Aug. 30, with the last two being in prime time. The network will carry 99 regular season games, as well as the four AFC post-season playoff games and championship, and the Super Bowl.

NBC's schedule is 45% sold out, with 25% of the schedule's sales coming during the third week of July. While last year's regular-season price increases were up 12.5%, prices this year are said to be up only 7% to 10%. The price of a 30-second spot during regular-season AFC games is up from last year's $135,000 to the $144,000-to-$148,000 range. Playoff prices have reportedly dropped, however, from last year's $225,000 to $200,000 this year, as has the price of the AFC championship game, down from $275,000 to $250,000.

■ The CBS NFL schedule of 105 games, including NFC playoff and championship games, begins Sept. 8. It will be preceded by three preseason games—Aug. 17, 24 and 31. It is believed prices for NFL games will rise 5% to 9% over last year, putting them in the $162,000-to-$168,000 range. Last year's increases were up 12% to 15%. The price of a 30-second spot during an NFC playoff game is reportedly $215,000 and $250,000 for the championship game. Prices for the network's schedule of Big 10, Pac 10, ACC and other college football games are undetermined as of yet. The college schedule begins Sept. 14.

■ NBC Radio captured the NFL radio broadcast rights package this year from CBS, which had it for seven consecutive years. NBC signed a two-year deal last March for a reported $11 million. The agreement calls for NBC to air 37 games—27 regular-season games including 16 Monday night contests and 10 post-season games highlighted by the Super Bowl. The first game is slated for Monday night, Sept. 9, when the Washington Redskins visit the Dallas Cowboys.

NBC Radio Network Vice President and General Manager Steve Soule said he expects a minimum lineup of 250 affiliates for NFL football. Soule noted that NBC has already cleared the top 25 markets, which include all the NBC owned-and-operated AM stations, as well as outlets in 46 of the top 50 markets and 86 of the top 100. The NFL package is also being offered to affiliates of the Dallas Cowboys radio network through an agreement with the Texas State Network. Soule said NBC is pursuing similar agreements with other regional football networks.

Major advertisers who have already signed for NBC's NFL football are: Anheuser-Busch, Big A Auto Parts and Prestone antifreeze. Many accounts are still pending due at least in part, according to Soule, to the finalization of their commitments to the television packages. Industry sources say the average cost of 30-second

Local radio's pre- and regular-season NFL coverage

Team	Originator	Regional network; games scheduled; rights holder
AFC East		
Buffalo Bills	WBEN(AM) Buffalo, N.Y.	Reg. net of 10; four preseason and 16 regular season games; station holds rights.
Indianapolis Colts	WIBC(AM) Indianapolis	Reg. net of 16; four preseason and 16 regular season games; station holds rights.
Miami Dolphins	WIOD(AM) Miami	Regional network of approximately 30 stations for WIOD (no regional Spanish network); four preseason and 16 regular season games. WIOD holds both Spanish and English radio rights.
	WQBA(AM) Miami (Spanish)	
New England Patriots	WEEI(AM) Boston	Reg. net. of 32; four preseason and 16 regular season games; station holds rights.
New York Jets	WABC(AM) New York	Station will carry two preseason and 11 regular season games. Due to conflict in early part of season with New York Yankees baseball, which it also carries, station has assigned two preseason and five regular season games to WMCA New York; WABC holds rights.
AFC Central		
Cincinnati Bengals	WKRC(AM) Cincinnati	Reg. net of 40 to 50 stations; four preseason and 16 regular season games; station holds rights.
Cleveland Browns	WWWE(AM) Cleveland	Reg. net of about 25 stations; four preseason and 16 regular season games; games will be simulcast of co-owned WDOK(FM); station holds rights.
Houston Oilers	KODA(FM) Houston	KODA Oilers Radio Network of 35 stations; five preseason and 16 regular season games; KODA and parent, Westinghouse, hold rights.
Pittsburgh Steelers	WTAE(AM) Pittsburgh WHTX(FM) Pittsburgh	Four preseason and 16 regular season games; station holds rights
AFC West		
Denver Broncos	KOA(AM) Denver	Reg. net of about 60 stations; four preseason and 16 regular season games; station holds rights.
Kansas City Chiefs	KCMO(AM) Kansas City	Reg. net. of 50 stations; four preseason and 16 regular games; station holds rights.
Los Angeles Raiders	KRLA(AM) Pasadena	Reg. net. of 25 for KRLA and reg. net. of six for KTNQ; four games preseason, 16 games regular season each; Bob Speck Productions, Los Angeles, holds rights.
	KMEX(AM) Los Angeles (Spanish)	
San Diego Chargers	KLZZ(AM) San Diego	Four preseason and 16 regular season games; station holds rights.
Seattle Seahawks	KIRO(AM) Seattle	Reg. net of 55; four preseason games and 16 regular season games; station holds rights.
NFC East		
Dallas Cowboys	KRLD(AM) Dallas	Texas State Network of 175 stations; Spanish network of 20 stations; four preseason and 16 regular season games; station holds rights.
New York Giants	WNEW(AM) New York	Reg. net of 25 to 30; four preseason and 16 regular season games; station holds rights with Connecticut Radio Network handling net sales.
Philadelphia Eagles	WIP(AM) Philadelphia	Reg. net of 27, with four preseason and 16 regular games; station holds rights with Sportsnet handling net.
St. Louis Cardinals	KMOX(AM) St. Louis	Reg. net of 50 stations; four preseason and 16 regular season games, station holds rights.
Washington Redskins	WMAL(AM) Washington	Reg. net of about 100 stations; four preseason and 16 regular season games; station holds rights.

Chart continues on page 36

Continued from page 35

Team	*Originator*	*Regional network; games scheduled; rights holder*
NFC Central		
Chicago Bears	WGN(AM) Chicago	Tribune Radio Networks—35 stations; four preseason and 16 regular season games; station holds rights.
Detroit Lions	WJR(AM) Detroit	Reg. net of 38; four preseason and 16 regular season games; station holds rights.
Green Bay Packers	WTMJ(AM) Milwaukee	Reg. net of 35 stations; four preseason and 16 regular season games; station holds rights.
Minnesota Vikings	KSTP-FM Minneapolis-St. Paul	Reg. net of 56; four preseason and 16 regular season contests; station holds rights.
Tampa Bay Buccaneers	WSUN(AM) Tampa St. Petersburg	Reg. net of 21; four preseason and 16 regular season games; Taft Broadcasting holds rights; CBS will hold rights after transfer.
NFC West		
Atlanta Falcons	WSB(AM) Atlanta	Regional network of about 65 stations; four preseason and 16 regular season games; team holds rights.
Los Angeles Rams	KMPC(AM) Los Angeles	Reg. net of 23 stations for KMPC; no Spanish-language network; KMPC holds radio rights, and will produce four preseason and 16 regular season games. Station also produces Spanish broadcast for which it buys time to carry on KLVE.
	KLVE(AM) Los Angeles (Spanish)	
New Orleans Saints	WWL(AM) New Orleans	Reg. net of 33; four preseason and 16 regular season games; station holds rights.
San Francisco 49ers	KCBS(AM) San Francisco	Reg. net of 17; four preseason and 16 regular season. Station holds rights.

spots hovers in the $7,000 range.

The "primary" announcing team for NBC's coverage will be NBC sportscasters Don Criqui and Bob Trumphy. The second team will be composed of sportscaster Mel Proctor, the current radio voice of the New Jersey Nets, and former NFL player Dave Rowe. Soule said NBC sportscaster Bob Costas will handled the pre-game show, which will air about 10 minutes before game time, and a half-time program. Meanwhile, Trumphy will host a post-game, call-in show titled *NFL Live*. The program will be one hour in length, except after several post-season games when it will be extended to two hours.

NBC will also air five college bowl games: Gator, Liberty, Fiesta, Rose and Orange—the last three on New Year's Day.

■ The Mutual Radio Network will air 16 regular-season NFL Sunday doubleheaders from Sept. 8 through Dec. 22 beginning at 1 p.m. and 4 p.m. NYT, each week. Mutual has individual yearly contracts for Sunday broadcasts with most of the NFL franchises. The two announcing teams are: Chuck Thompson (play-by-play) and Fran Curci along with Tony Roberts (play-by-play) and Jack Ham.

The network's advertiser lineup includes: American Honda, Ford Parts & Services, GMAC, Big A Auto Parts and Travelodge. Mutual's director of sports, Luke Griffin, reports the NFL package is about 50% sold out. Griffin also noted that Mutual no longer holds regional network rights, citing escalating costs. Last year, Mutual held the regional network rights to four NFL franchises: the Pittsburgh Steelers, Atlanta Falcons, Houston Oilers and Kansas City Chiefs.

Mutual's college coverage this year will include 11 Notre Dame games as well as 11 other major college contests. Additionally, the network also plans to offer a package of five bowl games: the new All-American Bowl, Holiday, Sugar, Bluebonnett and one other soon to be announced.

■ CBS Radio, which lost the NFL rights package to NBC, is offering some counter-programing to play-by-play. Beginning Sunday, Sept. 8, CBS will present a two-hour, weekly talk show hosted by CBS sportscasters Jack Buck and Hank Stram. It will feature reviews and highlights of the weekend games as well as a listener call-in segment. The program is scheduled to air from 8 to 10 p.m. NYT.

CBS will also offer stations a weekly, 20-minute preview show of the upcoming weekend's NFL action that will be fed to stations every Friday. The show, *NFL Preview*, will be hosted by CBS sportscaster Brent Musburger.

On the college front, CBS Radio will air the "College Football Kickoff Classic," featuring Boston College and Brigham Young University, from Giants Stadium in East Rutherford, N.J., on Aug. 29. The network will also broadcast the Sun Bowl and the Cotton Bowl. And new to the CBS college lineup this year is a 13-week series summarizing the results of college football games throughout the regular season. Called *College Football Scoreboard*, the program, which is being fully sponsored by True Value Hardware Stores, will be anchored by CBS Radio sportscaster Ed Ingles. It begins Sept. 7.

As for the USFL, there was no national radio coverage this year. ABC Radio held the rights for the first two years of the league's existence—1983 and 1984—but did not renew in 1985.

■ KCBS(AM) *San Francisco* enters the second year of a multiyear rights contract to broadcast the *49ers*, last season's Super Bowl champion. The station is carrying the team's full slate of games, including four preseason games. It will have a 17-station regional network in northern California. Interest in the team is so substantial, reports general manager Ray Barnett, that for the first time, the station is expanding its 49ers network to four surrounding states, including Oregon, Washington, Arizona and New Mexico. Nine stations in those states have agreed to participate in the out-of-state network. "There's a high degree of interest in the team," said Barnett, "because they have been the Super Bowl champions two of the last four years." He said that by the start of the season, the out-of-state network would probably total more than a dozen stations, including one in Youngstown, Ohio, home of 49er owner Edward Debartolo. That is addition to stations that have picked up the games in Hawaii and Guam for a number of

Local TV preseason NFL coverage

AFC East

Team	Originator	Regional network; games scheduled; rights holder
Buffalo Bills	WKBW-TV Buffalo, N.Y.	Three live games; station holds rights.
Indianapolis Colts	WTHR Indianapolis	Four live games; station holds rights.
Miami Dolphins	WCIX Miami	One live, two tape delayed games; station holds rights.
New England Patriots	WBZ-TV Boston	Three live games; station holds rights.
New York Jets	WNEW-TV New York	Two live, one tape delay games; station holds rights.

AFC Central

Team	Originator	Regional network; games scheduled; rights holder
Cincinnati Bengals	WLWT Cincinnati	Reg. network of two stations; two live, two tape delayed games; station holds rights.
Cleveland Browns	WKYC-TV Cleveland	Two live games; station holds rights.
Houston Oilers	KHTV Houston	One live, two taped delayed games; station holds rights.
Pittsburgh Steelers	WTAE-TV Pittsburgh	Reg. net of seven stations; four games; station holds rights.

AFC West

Team	Originator	Regional network; games scheduled; rights holder
Denver Broncos	KCNC-TV Denver	Reg. net of two stations; two live games and third if sold out; station holds rights.
Kansas City Chiefs	KCTV-TV Kansas City	Two live, two tape delayed games; station holds rights.
Los Angeles Raiders	KNBC Los Angeles KMEX-TV Los Angeles (Spanish)	Two live games each; Bob Speck Productions, Los Angeles, holds rights.
San Diego Chargers	KGTV San Diego	Two live games; station holds rights.
Seattle Seahawks	KING-TV Seattle	Four live games; station holds rights.

NFC East

Team	Originator	Regional network; games scheduled; rights holder
Dallas Cowboys	KXAS-TV Dallas Fort Worth	One taped game; Anamark holds rights.
New York Giants	WPIX New York	Two live, two tape delay games; station holds rights.
Philadelphia Eagles	KYW-TV Philadelphia	Four live games; station holds rights.
St. Louis Cardinals	KPLR-TV St. Louis	Two live, two tape delayed games; station holds rights.
Washington Redskins	WTTG Washington	Three live games; station holds rights.

NFC Central

Team	Originator	Regional network; games scheduled; rights holder
Chicago Bears	WBBM-TV Chicago	Three live games; station holds rights.
Detroit Lions	WJBK-TV Detroit	Two live, two tape delay games; station holds rights.
Green Bay Packers	WBAY-TV Green Bay	Reg. network of three stations; four live games; station holds rights.
Minnesota Vikings	KSTP-TV Minneapolis-St. Paul	One live game; station holds rights.
Tampa Bay Buccaneers	WTOG Tampa-St. Petersburg	Reg. net of two; one live, three tape delay games; station holds rights.

NFC West

Team	Originator	Regional network; games scheduled; rights holder
Atlanta Falcons	WAGA-TV Atlanta	Two live games and two depending on sell out; station holds rights.
Los Angeles Rams	No deal yet	N/A
New Orleans Saints	WWL-TV New Orleans	Also feeds WAFB-TV Baton Rouge; two live, two tape delay games; station holds rights.
San Francisco 49ers	KPIX San Francisco	Reg. net of two; one live game; station holds rights.

years. Radio sponsors this year include Anheuser-Busch, United Airlines, Chevrolet and Pacific Gas & Electric.

On the television side, KPIX(TV) San Francisco will carry only one of four pre-season games this year, because the three others are being picked up by the networks, one each to ABC, CBS and NBC. During the course of the season, however, the station will be broadcasting two half-hour weekend 49ers highlight programs, including one on Saturday evenings at 5:30 p.m., which will feature 49er coach Bill Walsh answering questions submitted by fans, and a Sunday morning (9 a.m.) preview show.

■ This season marks the 35th consecutive year KMPC(AM) *Los Angeles* has broadcast *Rams* football, according to general manager Bill Ward. The station has just entered a new three-year contract that extends, with a one-year option, to 1988. Ward said he expects 23 stations on this year's regional network. The station also produces a Spanish-language broadcast, which is carried on KLVE(FM) Los Angeles. (KMPC holds all radio rights and purchases a weekly block of time from KLVE for the Spanish broadcast, selling the advertising availabilities itself.) Sponsors include Budweiser, Chevrolet and Chevron. At press time, the Rams did not have a local television station in place to carry its four preseason games. Three of the games are tape-delayed, a primary reason why last year's rights holder, KCBS-TV, said it declined the rights this year.

■ WABC(AM) will be entering its second year of a three-year deal for broadcast rights to the *New York Jets*. And, as it did last year, the station, due to a scheduling conflict with its New York Yankees broadcasts (it is in the fifth year of a six-year deal), will pay WMCA(AM) to air seven games (both pre- and regular season contests) which overlap with Yankee games at a cost in the $10,000 to $12,000 range.

WABC Vice President and General Manager Jim Haviland said that Jets games are about 60% sold out, with Eastern Airlines and Blue Cross/Blue Shield among the major sponsors. The station also plans to air two-hour pre- and post-game shows.

WNEW-TV will broadcast three preseason games, two live and one tape delayed. Major sponsors include: Miller Beer, Meinke Muffler, Purolator Courier, Burger King, Manufacturer's Hanover Trust and American Express.

■ The *New York Giants* will be heard on Metromedia's WNEW(AM) for the 25th consecutive year. Advertising spots have "sold out," said Gary Blum, general sales manager for WNEW. Among the major advertisers are Anheuser-Busch, TWA, American Honda and Nabisco.

WPIX-TV will air four preseason contests, two live and two on tape delay. Major advertisers include Miller Beer.

■ In Minneapolis, Hubbard Broadcasting's "personality" adult contemporary KSTP-FM captured the radio broadcast rights for the *Minnesota Vikings* from WCCO(AM). The new deal is for three years.

KSTP-FM General Sales Manager Tim Monaham reported that sales "haven't been easy." But he cited some solid major sponsors, including American Honda, Republic Airlines, Farmers Insurance and Midwest Federal. Monaham said there will be a regional network of about 56 stations extending across four states.

Station Manager Chuck Knapp said that Vikings coach Bud Grant will do a seven-minute pre-game show as well as a series of three, three-minute reports during the week.

KSTP-TV is the new rights holder of Vikings football for local preseason television coverage. The team had been with WCCO-TV for several years. KSTP-TV has only a one-year deal and will air just one live, preseason contest. Among the sponsors is Midwest Federal.

Network lineups

ABC-TV

Hall of Fame Game	Aug. 3
NFL preseason	Aug. 19, 26
CFA	Starts Sept. 2
NFL (Monday night)	Starts Sept. 9
Gator Bowl	Dec. 30
Sugar Bowl	Jan. 1
Pro Bowl	Feb. 6

CBS-TV

NFC preseason	Aug. 17, 24, 31
NFC regular season	Starts Sept. 8
PAC 10/Big 10/ACC	Starts Sept. 14
Blue-Gray game	Dec. 25
Sun Bowl	Dec. 28
NFC playoffs	Dec. 29, Jan. 4, 5
Peach Bowl	Dec. 31
Cotton Bowl	Jan. 1
NFC Championship	Jan. 12

NBC-TV

AFC preseason	Aug. 14, 24, 30
AFC regular season	Starts Sept. 8
Citrus Bowl	Dec. 28
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1
AFC playoffs	Dec. 29, Jan. 4, 5
Hula Bowl	Jan. 11
AFC Championship	Jan. 12
Super Bowl XX	Jan. 26

CBS Radio

College Kickoff Classic	Aug. 29
Sun Bowl	Dec. 28
Cotton Bowl	Jan. 1

Mutual Radio

Notre Dame and other college games	Starts Sept. 7
NFL package	Starts Sept. 8
Army-Navy game	Dec. 7
Holiday Bowl	Dec. 22
All-American Bowl	Dec. 31
Bluebonnet Bowl	Dec. 31
Sugar Bowl	Jan. 1

NBC Radio

NFL package	Starts Sept. 9
Liberty Bowl	Dec. 27
Gator Bowl	Dec. 30
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1

■ The *Detroit Lions* will again be heard over Capcities' WJR(AM), along with a regional network of about 38 stations. Tony Nagorsen, national sales manager for WJR, reports advertising sales "brisker" this year than in the past, with the season already about 75% sold. Major sponsors include Anheuser-Busch, Ford, Chrysler (network only), Republic Airlines, Big Boy restaurants, Armour Meat and Farmer's Insurance.

Meanwhile, WJBK-TV General Sales Manager Jim Clayton also reports that sales are "better than last year." Among the advertisers for Lions preseason football are: J.C. Penney, Midas Muffler, Shell Oil and Stroh's Signature beer, the last a partial sponsor. WJBK-TV will air two live and two tape-delay, preseason games.

■ Former *Washington Redskins* greats and Hall-of-Famers Sonny Jurgenson and Sam Huff will continue to broadcast the 16 regular season and four preseason games for rights holder WMAL(AM) there. Games are heard on a network of approximately 100 stations. With Metrosports, which used to handle the network, no longer in business, Bill Ray, a private contractor, has taken over the networking responsibility.

According to Andrew M. Ockershausen, WMAL vice president, sales are going "super" for Redskins coverage, which includes a pre-game report and *The Locker Room Report* on the network. *The Stadium Show* (pre-game) and *The Ken Beatrice Show* (post-game) are heard locally. A sellout of advertising availabilities before opening day is expected. Major sponsers include Budweiser, TWA, Capital Area Chevrolet dealers and Kodak.

WTTG(TV) Washington will carry three live preseason games this year. Announcers will be Sam Huff and Dick Stockton.

■ WKRC(AM) *Cincinnati* is beginning a new three-year contract with the *Bengals*. Sponsors include Honda, Budweiser, Sears and Nationwide auto parts. WKRC, with announcer Phil Samp, has broadcast Bengals games since the club was formed in 1969. Preseason television games will be shown on WLWT(TV), where the director of sales, Ned Paddock, says 75% to 80% of the available commercial time is sold. Coors Beer, Toyota and Pepsi are signed as sponsors, and Wendy's restaurants is expected to be added to the list.

■ WWWE(AM) Cleveland, in its first year holding radio rights to the *Cleveland Browns*, said sales have been relatively good. (Art Modell, owner of the Browns, bought WWWE[AM] in March.) According to Bob Stern, director of sports marketing, Browns games will be simulcast on WDOK(FM), in addition to being carried on a 25-station network. Among the sponsors will be Honda, Anheuser-Busch, Blue Cross/Blue Shield and Farmers' Insurance. Greg Bendin, national sales manager at

WKYC-TV, said sales for preseason television broadcasts are "strong" and that the station is "satisfied with the level sold so far." His list of sponsors includes Miller Beer and the local Toyota dealer's association.

■ KOA(AM) Denver is entering the first year of a long-term contract for radio rights to the *Denver Broncos*. Sports Director Bob Martin said it has been "a pretty good year" in sales to date. Commercial time for all preseason and regular-season games is "nearly sold out," he said. Budweiser, Honda and Anheuser-Busch are among sponsors. Ad time on KCNC-TV is expected to be sold out by early August for its schedule of three preseason telecasts, according to general manager, Roger Ogden.

■ Paul LeSage, general manager of WTMJ(AM) Milwaukee, said advertising is nearly sold out for the *Green Bay Packers* radio broadcasts. The station's list of sponsors includes Anheuser-Busch, local Ford dealers, Century Insurance, True Value Hardware, Amoco, Wisconsin Bell and Jay's potato chips. Sales for preseason games on WBAY-TV Green Bay are slower this year than last, according to the station's program director, Dick Millhiser, due to difficulty in signing the main advertiser for Packers football in the past, Pabst beer. However, he expressed optimism that sales would improve before the start of the preseason.

■ *Dallas Cowboys* radio coverage will again be handled by KRLD(AM) Dallas, the rights holder of four preseason and 16 regular season games and originating station for 175 stations of the Texas State Network and 20 regional Spanish stations. KRLD has sold 82% to 85% of its advertising spots, according to Ed Wodka, vice president and general manager, and major sponsors include Budweiser, Honda, General Electric, GTE and Kodak. Cowboy promotion includes talk shows with head coach Tom Landry; weekly dinners with Landry at El Chico restaurant, attended by up to 400 people, and contests featuring prizes such as trips to away games, trips to Hawaii and cruises with players.

KXAS-TV Dallas-Fort Worth will again originate preseason coverage of the Dallas Cowboys, airing a single videotaped game on Aug. 11. Rights to the game are held by Anamark, an Austin, Tex., sports marketing consultant, and rights to the other three preseason games are held by network TV. Advertising spots are "well sold," according to the station's president and general manager, Frank O'Neil. Coors will be the primary sponsor. The game will be promoted with television spots.

■ KLZZ(AM) (formerly KOGO) San Diego holds the rights to and will originate coverage of *San Diego Chargers* games for a second year, airing four preseason and 16 regular-season games. The station's signal reaches all of southern California, although KLZZ is not part of a regional network. Ted Lightner will be the new play-by-play voice for the Chargers, said KLZZ operations manager, John Forsythe. During home games, Forsythe will broadcast from tailgate parties and from the stands, interviewing fans and celebrities and giving away money. The station's major sponsors include Budweiser, Jack-in-the-Box, Honda and Von's supermarkets.

Two live, preseason San Diego Chargers games will be broadcast by KGTV(TV) San Diego, which holds the rights to the games. Advertising spots are being sold by both the Chargers and KGTV. The station's vice president and general manager, Clayton Brace, said KGTV has sold all 19 spots. Major sponsors include Coca-Cola, Toyota, Anheuser-Busch and Jack-in-the-Box.

■ *Houston Oilers* radio spots are "heavily sold," according to David Pearlman, vice president and general manager, KODA(FM) Houston. KODA will be originating coverage of the team's five preseason and 16 regular season games, beginning with the NFL's first full stereo radio broadcast, scheduled for last Saturday, Aug. 3—the Hall of Fame game between the Oilers and the New York Giants. Pearlman said KODA, an easy listening station, is the first FM in NFL history to be awarded a full rights package. It holds the rights with its parent company, Group W. Games are to be broadcast to 35 stations in the Southwest through the KODA Oilers Radio Network. Promotions include a Free Fan Fare contest, in which listeners are sent to away games, and the inclusion of Oilers coach, Hugh Campbell, as a part of the weekday morning drive show. Sponsors include Budweiser, Honda, True Value hardware, GTE and Continental airlines.

Oilers television coverage will be handled by KHTV(TV) Houston. "Over half" the games' advertising spots have been sold, according to Don Hoagland, KHTV promotion manager. Miller Lite will be the major sponsor of the games, and participating sponsors include Exxon and Southwestern Bell. To promote the games, KHTV is advertising on radio, in print and on outdoor billboards. Other station promotions include a 10-foot Oilers helmet parked on a golf cart outside the station and seen, according to Hoagland, by about 80,000 cars a day. Hoagland said a new jingle and animation have been produced for the opening segments of the games, and a 30-minute preseason special shot at the Oilers training camp will be broadcast before the first game.

■ WGN(AM) *Chicago* has taken over radio coverage of the *Bears* from WBBM(AM), and holds the rights to the team's four preseason and 16 regular-season games. WGN will air a two-hour tailgate/sports production before every game, from Soldier Field for home games and from a local restaurant when the Bears are away. Coverage will include remotes from the party, the broadcast booth on the field and the locker room, as well as sports features. The coverage will be "a way to blend in football with family," said Chuck Swirsky, manager of sports.

Announcers for the games will be Wayne Larabee, former St. Louis Cardinal Jim Hart and former Bears linebacker Dick Butkus. Each game will be followed by a two-hour interview show. Major sponsors are Chevrolet and Chicagoland Chevy Dealers, Illinois Department of Tourism, True Value hardware stores and Chicagoland Amoco. Most of the advertising spots have been sold.

WBBM-TV returns with Bears television coverage—three, live, preseason games. The station, which holds the rights to the games, hopes to sign regular advertisers Budweiser, True Value hardware, McDonald's and Standard Oil. The games will be promoted with on-air spots in the week preceding the first telecast, as well as in the local news by sports commentator Johnny Morris, who is analyst for the games.

■ Los Angeles-based Bob Speck Productions continues to handle rights and advertising sales of the four preseason and 16 regular season *Los Angeles Raiders* games heard on KRLA(AM) and KMEX(AM) (Spanish). KRLA coverage is distributed to a network of 25 stations, while KMEX coverage goes out to five more stations.

Speck also owns rights to television coverage on KNBC(TV) and KMEX-TV (Spanish). The four television and radio stations are now in the third year of a three-year deal with Speck.

According to Peter Columbus, Speck vice president, while sales are tougher than last year when Olympic dollars were plentiful, "100% renewals" are now being experienced on advertising for Raiders coverage. Currently, he estimates that radio coverage is 90% sold, and expects it to be sold out by opening day. Among radio sponsers are An-

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■ KYW-TV Philadelphia begins its first year as originator of the four preseason games of the *Philadelphia Eagles*. According to the station's general manager, Jim Thompson, KYW-TV has devised an unusual approach to rights payment—a combination of cash and barter advertising. Thompson says sales are progressing satisfactorily, with substantial advertisers including Bell Atlantic, Philadelphia Dodge dealers, Philadelphia Toyota dealers and Stroh's Beer. On radio, Hal Smith, general manager of WIP(AM) Philadelphia, estimates that sales have passed the 60% mark and says that he's slightly disappointed. He attributes the softness in national business to a lack of product distribution in the Philadelphia area in some instances. Among solid advertisers are Honda, McDonald's, MAB Paints and Meridean Bank.

■ KCMO(AM) *Kansas City* has taken over responsibility for the *Chiefs* radio regional network from Mutual and has signed about 50 affiliates. Bill Johnson, general manager, reports that business is slightly behind schedule but says that negotiations with Mutual slowed down the sales effort. He said he and his staff are hoping to catch up and advertisers already signed include Anheuser-Busch, Texas Oil, TWA and local clients. On the television side, Patrick North, general sales manager of KCTV(TV) Kansas City, estimates that its advertising package is about 80% sold. He lists Southwest Bell and Ford dealers as major clients, supplemented by a large group of local advertisers.

■ Michael Corken, vice president and general manager of WTHR(TV) *Indianapolis*, reported that the advertising schedule is 95% sold for the *Colts*, with clients including Chevrolet dealers, Ford dealers, Merchant's Bank and Hardee's. With this only the second season the Colts have been in Indianapolis, he said enthusiasm for ticket sales remains considerably high. Roy Cooper, vice president and general manager of WIBC(AM) Indianapolis, reports sales to Toyota dealers, Budweiser and local clients.

■ Jon Hirschberg, general sales manager of WEEI(AM) Boston, said business for *New England Patriot* games is running "well ahead of last year" at this time. Advertising is strong in both coverage of the games and in pre- and post-game programs. Among the larger advertisers are Anheuser-Busch, Honda, New England Telephone, True Value Hardware and Epson Computers. On television, a spokesman for WBZ-TV Boston said Patriots football has attracted a substantial number of advertisers, including Coors Beer, The Gap, Sprint and Datsun.

■ Three-quarters of the spots have been sold already for *St. Louis Cardinals* games that KMOX(AM) will broadcast. According to Robert Hyland, vice president and general manager, the station is in the first year of a five-year contract and will send its feed to a regional network of 50 stations. Advertisers include Anheuser-Busch, Farmer's Insurance, Chevrolet, TWA, Amoco, Mazda and Meineke.

KPLR-TV signed its agreement with the Cardinals two weeks ago. It has already signed up Anheuser-Busch as a major sponsor.

■ The *Atlanta Falcons* have a new originating station and a new arrangement. In a one-year experiment, WSB(AM) will originate coverage but will pay no rights fee. Instead, it will turn over 24 of the 30 game spots to the Falcons, who have contracted with Los Angeles-based Gilmac Sports Marketing to sell them. Daren McGavren, president of Gilmac, said that definite sponsors to date include Budweiser, Delta Airlines, Chevron and Honda. WSB will also retain the spots in the 30-minute pre-game and post-game shows scheduled for distribution to a regional network of about 65 stations. WAGA-TV will continue to run the four Falcon preseason games. According to the station's vice president and general manager, Paul Raymond, about 75% of the spots have been sold, with sponsors including Datsun and Delta Airlines.

■ There are three stations with broadcast rights for *Pittsburgh Steelers* football and all three are owned by Hearst Corp., whose broadcasting headquarters are in that city. In the first year of a new two-year contract, WTAE(AM) will continue its broadcasts to a regional network of over 40 stations. For the first time, the games will be broadcast on FM as well, over co-owned WHTX(FM). Major sponsors are Anheuser-Busch, Honda, Shop and Save (supermarkets) and Bryant Heating. Vice president and general manager, Ted Atkins, said that spots for the games were 99% sold out. WTAE-TV will broadcast four preseason games (three live) to a network of seven stations. Major advertisers so far are the Pittsburgh Brewing Company, Pittsburgh National Bank, Pittsburgh Area Dodge Dealers and McDonald's.

■ WIOD(AM) will continue carrying *Miami Dolphins* games this year, as will Spanish-language station WQBA(AM). Last year the games were carried on co-owned WQBA-FM. Joel Day, general manager of WIOD, said the games would be broadcast to a network of approximately 30 stations. Advertisers include Honda, Eastern Airlines, Chevron, Anheuser-Busch and Microtel (long-distance telephone service).

WQBA(AM) regional vice president and general manager, George Hyde, said the move to the AM station was because it is "more information-oriented." Another change, he said, will be the use of a satellite feed for the Spanish-language broadcasts. "It provides better quality, makes the logistics easier and is less expensive." Advertisers include Eastern Airlines, Kodak, Publix (supermarkets) and Chevron. Elliott Troshinsky, who recently became general manager at Taft-owned WCIX(TV), said the four preseason games were "pretty well sold out," with advertisers including Coors, Nissan/Datsun and Shell Oil.

■ The *Seattle Seahawks* are celebrating their 10th anniversary this season, and both KIRO-(AM) and KING-TV say they plan to make the most of it. KIRO will originate a regional network of 55 stations in seven states and western Canada. According to general manager Joe Abel, 10 sponsors have signed up: Rainer Bank, Bon, Associated Grocers, Pepsi, GTE, Nissan, Chevron, Wendy's, True Value and Pudget Power. In addition, accounts are pending for beer and a packaged-food company.

KING-TV is in the second year of a three-year contract to broadcast four preseason games. Sponsors include Rainer Beer, Pacific Northwest Bell, People's Bank, Toyota, Burger King, Coca-Cola and GTE.

■ Both WWL(AM) and WWL-TV hold the local rights to the *New Orleans Saints* games. WWL-TV will carry four preseason games—two away and two local with a one-day tape delay. Jerry Whaley, general sales manager at WWL-TV, said local television sponsors include Pride Airlines, Benson Automotive, Weiner Corp. (Shoe Town), Popeye's Fried Chicken, Coor's beer and Toyota.

On the radio side, WWL will feed a regional network of four preseason and 16 regular season games to 33 stations in Louisana, Texas, Mississippi and Alabama. Major sponsors, according to general sales manager Don de la Houssaye, include Louisana Nissan Dealers Association, Gulf Oil, Pride Airlines, Anheuser-Busch, Motorcraft, AT&T and Popeye's.

■ WTOG-TV Tampa-St. Petersburg is going into its seventh season with local rights to four preseason games of the *Tampa Bay Buccaneers*. One will be shown live, three on tape delay. General sales manager Ron Inman reports that Miller beer is the major sponsor, with secondary sponsorship belonging to Kash 'n Karry, a local grocer.

WSUN(AM) holds the radio rights and has assembled a regional network of 21 affiliates for a package of four preseason games and 16 regular season games. Taft Broadcasting holds the rights, but that will transfer to CBS as soon as the CBS acquisition of the Taft radio stations is closed, probably before the start of the season. Sponsors include Chevron, and program director Larry Coates said he expects Eastern Airlines and Anheuser-Busch to be back.

■ WKBW-TV Buffalo, N.Y., holds the rights to three preseason away games of the *Buffalo Bills*, which will also be carried by WOKR-TV Rochester, N.Y. Genessee Brewing Co., Rochester, as it has been for the past 17 seasons, is the major sponsor of the local television broadcasts.

WBEN(AM) Buffalo holds the radio rights to four preseason and 16 regular season games. Larry Levite, president and general manager of WBEN, said he expects a 10-station regional network. Major sponsors include Tops supermarkets, Bell's supermarkets, Turgeon restaurants, Chevrolet dealers and M&T Bank. He also said WBEN will expand its post-game show from one hour to 90 minutes.

San Francisco TV sues Arbitron, ABC

Arbitron deletes KTZO from ratings report after ABC-owned station, KGO-TV, accuses it of ratings distortion; KTZO claims it was defamed by Arbitron action

An independent television station in San Francisco is suing Arbitron and ABC in federal court for $120 million, alleging that it and its owner have been defamed after being delisted from an Arbitron ratings report ("In Brief," July 29).

KTZO(TV), principally owned by James J. Gabbert, alleged in court papers that ABC-owned KGO-TV and Arbitron conspired to remove KTZO from an Arbitron ratings report for the week of June 15-21, 1984, after KGO-TV allegedly complained to Arbitron that KTZO on two separate occasions in early June engaged in ratings distortion by asking viewers of metered television households to leave their sets tuned to KTZO overnight or if they got up to leave the room.

The lawsuit has its root in two alleged incidents that Arbitron believes took place in early June. The first, according to a letter dated June 28 and sent to KTZO President Gabbert, occurred on June 1 when Gabbert allegedly appeared live on KTZO and said: "If your television set is metered, please leave your set on channel 20 all night . . . just kidding." Arbitron wrote Gabbert saying that alleged incident was reported by KGO-TV.

The second alleged incident occurred on June 2, Arbitron said, and was reported by an Arbitron manager. On that occasion, Arbitron alleged that Gabbert again went before the cameras live and said: "It's a super day, the weather's great, so go out and have a good time. If you're a ratings home, go out and enjoy but keep your set on and tuned to your favorite station, OK? Oops, I'm not supposed to say that. Just kidding."

Gabbert replied by letter through his attorney that the June 1 incident never took place, and that he was "not on the air at any time on June 1." In regard to the alleged incident of June 2, Gabbert said he was on the station introducing his regular Sunday morning program, but his remarks were different from those reported by the Arbitron field manager.

According to KTZO, what Gabbert said on June 2 was (after taking note that it was a beautiful day and the viewer might not want to remain indoors): "If you're one of those 'rating homes,' sit the cat in front of the TV

It's 10 in row for NBC

With six sitcoms and a repeat of the pilot for ***Miami Vice*** among the 10 highest rated programs of the week, NBC scored its 10th consecutive prime time ratings victory based on Nielsen's National Television Index (NTI) for the week ending July 28, with a 12.6 rating and 24 share. CBS finished second with 12.3/23, and ABC trailed with 10.2/19.3.

The opening of the 1984 Olympic Games cast a shadow, however pale, on viewership for the comparable week this year. HUT levels, which have averaged a modest, but consistent, 2% gain this summer, were off 2%, from a 54.4 for the same week last year to 53.3. Similarly, combined ratings, at 35.1, were down 8% from last year's 38, and combined share of 66 was down 5% from last year's 70.

Highlights of the week included the premiere of ***Our Town*** on NBC, finishing 53d on the schedule, and a repeat of the the six-hour miniseries, ***Chiefs***, on CBS, which averaged a 13.4/25. Its third part, on Sunday (9-11 p.m. NYT), placed 11th for the week with a 15.8/27.

In nightly wins, NBC took Tuesday, Wednesday, and Thursday, while CBS took Monday and Sunday, and ABC Friday and Saturday.

- CBS's three top-10 shows for the week, ***Kate and Allie***, ***Newhart*** and ***Cagney and Lacey***, made its Monday lineup a winner with a combined average of 15.4/27. The second part of ***Princess Daisy*** on NBC did a 13.7/24.
- NBC took every time period with its regular programing to win Tuesday night over ABC's regular lineup and a repeat of the made-for-television movie, ***Skokie***, on CBS.
- NBC again swept Wednesday night with its regular lineup, featuring the fifth- and seventh-ranked shows of the week, ***Facts of Life*** and ***Double Trouble***, respectively.
- Thursday at 8-10 p.m. NYT, NBC's half-hours, beginning with ***The Cosby Show***, ranked first, second, eighth and 12th for the week. ABC took the 10-11 p.m. NYT time period with the 13th ranked ***20/20***.
- Friday, With NBC airing ***NBC Major League Baseball*** (8.5/17), CBS and ABC matched ratings/shares (13.1/26) at 9-11 p.m. NYT with the second part of ***Chiefs*** and an ***ABC Movie Special***, "California Suite," respectively. The night came down to the 8-9 p.m. NYT lead-in. ABC was the winner with ***Webster*** and a summer series, ***Comedy Factory***, taking the time period.
- Saturday night saw another sweep. ABC took every time period with ***T.J. Hooker*** (8-9 p.m. NYT) and ***Love Boat*** (9-11 p.m. NYT).
- CBS came in with the second-highest rated night of the week on Sunday with part three of ***Chiefs*** and ***Murder, She Wrote***.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	20.1/39
2.	Family Ties	NBC	16.8/35
3.	Miami Vice	NBC	17.7/31
4.	Newhart	CBS	17.7/29
5.	Facts of Life	NBC	16.7/30
6.	Kate & Allie	CBS	16.6/28
7.	Double Trouble	NBC	16.4/28
8.	Cheers	NBC	16.1/29
9.	Cagney & Lacey	CBS	16.8/28
10.	Murder, She Wrote	CBS	15.9/31
11.	Chiefs, Part 3	CBS	15.8/27
12.	Night Court	NBC	15.7/27
13.	20/20	ABC	15.3/28
14.	60 Minutes	CBS	15.2/33
15.	Highway to Heaven	NBC	15.1/29
16.	Simon & Simon	CBS	14.7/26
17.	A Team	NBC	14.5/28
18.	Riptide	NBC	14.3/25
19.	Remington Steele	NBC	14.2/26
20.	Princess Daisy, Part 2	NBC	13.7/24
21.	Who's the Boss?	ABC	13.5/23
22.	Chiefs, Part 1	CBS	13.1/26
23.	California Suite	ABC	13.1/26
24.	Scarecrow & Mrs. King	CBS	13.1/25
25.	Hill Street Blues	NBC	13.1/24
26.	Witness for the Prosecution	CBS	12.8/23
27.	Stir Crazy	ABC	12.6/22
28.	Love Boat	ABC	11.9/24
29.	St. Elsewhere	NBC	11.8/21
30.	TV Bloopers & Practical Jokes	NBC	11.6/22
31.	Chiefs, Part 2	CBS	11.4/23
32.	Knight Rider	NBC	11.1/22
33.	Hail to the Chief	ABC	11.0/19
34.	Monday Night Baseball	ABC	10.6/19
35.	E/R	CBS	10.5/20
36.	Hotel	ABC	10.5/19
37.	Gimme A Break	NBC	10.3/22
38.	Webster	ABC	10.2/22
39.	MacGruder & Loud	ABC	10.2/18
40.	Comedy Factory	ABC	10.0/21
41.	Mama's Family	NBC	10.0/20
42.	Three's A Crowd	ABC	10.0/20
43.	Foulups, Bleeps & Blunders	ABC	9.8/18
44.	Dukes of Hazzard	CBS	9.6/20
45.	Skokie	CBS	9.3/17
46.	Knots Landing	CBS	9.1/17
47.	Magnum, P.I.	CBS	9.0/17
48.	Charles in Charge	CBS	8.9/18
49.	Baseball Pregame	NBC	8.7/20
50.	Jeffersons	CBS	8.7/16
51.	T.J. Hooker	ABC	8.6/20
52.	Baseball—Cubs/Dodgers	NBC	8.5/17
53.	Our Time	NBC	8.0/19
54.	Silver Spoons	NBC	7.7/16
55.	It's Your Move	NBC	7.2/16
56.	Rock 'n' Roll Summer Action	ABC	7.2/14
57.	Dynasty	ABC	7.1/12
58.	The Main Event	ABC	6.9/13
59.	Airwolf	CBS	6.7/15
60.	The White Lions	ABC	6.3/13
61.	Punky Brewster	NBC	6.2/14
62.	Biggest Lump of Money	NBC	5.0/10

*indicates premiere episode

■ WCSV(AM) Crossville, Tenn. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from WCSV Inc. to Helen L. Cunningham for $250,000 cash. Seller is owned by Millard V. Oakley, who has interest in four AM's, two FM's, is applicant for three new TV's and has been granted new TV in Asheville, N.C. He also has interest in over 100 app.'s for LPTV's. Buyer has no other broadcast interests. Filed July 24.

■ KTXF(FM) Brownsville, Tex. (100.3 mhz; 100 kw; HAAT: 500 ft.)—Seeks assignment of license from Bixby Great Electric Radio Co. to Valley Radio Co. for $1,650,000, comprising $450,000 cash, assumption of $800,000 debt and remainder note at 10% over two years. Seller is owned by John A. Parry, Charles A. Whatley, Michael T. Reichert and Jesse Johncox. They also own KTFX(FM)-KVEO(TV) Brownsville, KIKN(AM) Pharr and KPEJ(TV) Odessa, all Texas. Buyer is owned by Diane Levy (40.2%), Hazel Y. Arnold (20%), Herbert Lackshin (20%) and four others. Filed July 22.

■ KSET-FM El Paso (94.7 mhz; 61 kw; HAAT: 940 ft.)—Seeks assignment of license from Dunn Broadcasting Co. to Jim Ray, Jerry Ray and Bob McDonald for $1,750,000, comprising $100,000 cash and remainder note at 10%, amortized over 10 years, with first two years interest only and balloon payment in eighth year. Seller is owned by John M. Dunn, former owner of KKJY(AM) Albuquerque, N.M. and Berkely L. Fraser. Buyer is principally owned by Jim Ray, his brother Jerry, Bob McDonald and seven others. It also owns KGNB(AM)-KNBT(FM) New Braunfels, Tex. where McDonald is general manager and Jerry Ray is sales manager. Jim Ray is also general manager of KOKE-FM Austin. Filed July 23.

■ KLO(AM) Ogden, Utah (1430 khz; 5 kw-U)—Seeks transfer of control of KVOC Inc. from Fred Hildebrand to United Broadcasting Co. for $400,000, comprising $120,000 cash and remainder note at 10%. Seller also has interest in KVOC(AM) Casper, Wyo. Buyer is owned by Archibald G. Webb (5.8%), his sons, Richard (25.3%) and John (33.9%), and 11 others. It also owns co-located KZAN(FM). Filed July 19.

■ KCLX(AM) Colfax, Wash. (1450 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Adrian DeVries to Dakota Communications for $110,000 in note at 9%. Seller has no other broadcast interests. Buyer is owned by Robert G. Hauser (65%), Jack Stokes (17.5%) and Mike Letson (17.5%). It has no other broadcast interests. Filed July 22.

Facilities Changes

Applications

AM's

Tendered

■ WBUK (1560 khz) Portage, Mich.—Seeks CP to change ERP to 5 kw and make changes in ant. sys. App. July 29.

Accepted

■ WEBY (1330 khz) Milton, Fla.—Seeks CP to change TL and make changes in ant. sys. App. July 26.

■ WMLT (1330 khz) Dublin, Ga.—Seeks CP to make changes in ant. sys. App. July 30.

■ WAUB (1590 khz) Auburn, N.Y.—Seeks CP to change TL. App. July 24.

FM's

Tendered

■ *KRCC (91.5 mhz) Colorado Springs—Seeks mod. of CP to change ERP to 1 kw and change TL. App. July 24.

■ *KYDZ (90.1 mhz) Cody, Wyo.—Seeks CP to change ERP to 10 kw and change HAAT to 459.2 ft. App. July 24.

Accepted

■ WDRM-FM (102.1 mhz) Decatur, Ala.—Seeks CP to change TL and change HAAT to 727.18 ft. App. July 26.

■ KECR (93.3 mhz) El Cajon, Calif.—Seeks CP to change HAAT to 1,888 ft. App. July 24.

■ WWYZ (92.5 mhz) Waterbury, Conn.—Seeks CP to make changes in aux. ant. sys. and change HAAT to 850 ft. App. July 30.

■ WFYV (104.5 mhz) Atlantic Beach, Fla.—Seeks CP to change ERP to 100 kw and change HAAT to 984 ft. App. July 26.

■ WWLV (94.5 mhz) Daytona Beach, Fla.—Seeks CP to change TL and change HAAT to 1,200 ft. App. July 26.

■ WFTW-FM (96.5 mhz) Fort Walton Beach, Fla.—Seeks CP to change HAAT to 1,049 ft. App. July 30.

■ WYCV (95.3 mhz) Homosassa Springs, Fla.—Seeks CP to change ERP to 2.8 kw and change HAAT to 339.15 ft. App. July 26.

■ WKLS-FM (96.1 mhz) Atlanta—Seeks mod. of lic. to change SL to 1800 Century Boulevard, Atlanta. App. July 24.

■ KZDX (99.9 mhz) Burley, Idaho—Seeks CP to install aux. ant. sys. App. July 26.

■ WBIF (105.5 mhz) Bedford, Ind.—Seeks CP to change TL; change ERP to 2 kw, and change HAAT to 399.18 kw. App. July 26.

■ WCNB-FM (100.3 mhz) Connersville, Ind.—Seeks CP to change ERP to 28 kw. App. July 26.

■ WNVI-FM (106.1 mhz) North Vernon, Ind.—Seeks CP to make changes in ant. sys. App. July 26.

■ WYNK-FM (101.5 mhz) Baton Rouge, La.—Seeks CP to change TL. App. July 26.

■ KHOM (104.1 mhz) Houma, La.—Seeks CP to change TL and change HAAT to 1,954 ft. App. July 24.

■ WCKW (92.3 mhz) La Place, La.—Seeks CP to change TL and change HAAT to 1,954 ft. App. July 24.

■ WBOS (92.9 mhz) Brookline, Mass.—Seeks CP to change ERP to 18 kw. App. July 30.

■ WWMJ (95.7 mhz) Bangor, Me.—Seeks CP to change ERP to 11.5 kw. App. July 26.

■ WBSB (104.3 mhz) Baltimore—Seeks CP to change ERP to 23 kw and change HAAT to 720 ft. App. July 26.

■ WIQB (102.9 mhz) Ann Arbor, Mich.—Seeks CP to change ERP to 49 kw. App. July 24.

■ WSTR-FM (99.3 mhz) Sturgis, Mich.—Seeks CP to change ERP to 2.16 kw. App. July 30.

■ WLOL (99.5 mhz) Minneapolis—Seeks CP to change TL and change HAAT to 1,035 ft. App. July 26.

■ WSJC-FM (107.5 mhz) Magee, Miss.—Seeks CP to change TL and change HAAT to 984 ft. App. July 26.

■ KMFC (92.1 mhz) Centralia, Mo.—Seeks mod. of CP to change TL; change ERP to 1.86 kw, and change HAAT to 400 ft. App. July 24.

■ KDEX-FM (102.3 mhz) Dexter, Mo.—Seeks CP to change TL; change ERP to 2.29 kw, and change HAAT to 375 ft. App. July 24.

■ KBKS (92.7 mhz) Ely, Nev.—Seeks mod. of CP to change TL and change HAAT to 941 ft. App. July 26.

■ WHDQ (106.1 mhz) Claremont, N.H.—Seeks CP to change ERP to 9.51 kw and change HAAT to 1,068 ft. App. July 24.

■ KHFM (96.3 mhz) Albuquerque, N.M.—Seeks CP to change ERP to 20.236 kw. App. July 26.

■ WSEC (103.7 mhz) Williamston, N.C.—Seeks CP to change ERP to 100 kw. App. July 30.

■ *WCWT-FM (91.9 mhz) Centerville, Ohio—Seeks CP to change TL and make changes in ant. sys. App. July 30.

■ *KNYD (90.5 mhz) Broken Arrow, Okla.—Seeks mod. of CP to change TL; change HAAT to 1,638 ft., and make changes in ant. sys. App. July 30.

■ WWLI (105.1 mhz) Providence, R.I.—Seeks CP to install aux. ant. sys. App. July 24.

■ WJFX (95.9 mhz) Aiken, S.C.—Seeks CP to change TL and change HAAT to 314 ft. App. July 26.

■ KTKS (106.1 mhz) Denton, Tex.—Seeks mod. of lic. to install aux. ant. sys. App. July 26.

■ KWCB (94.3 mhz) Floresville, Tex.—Seeks CP to change HAAT to 109 ft. and make changes in ant. sys. App. July 30.

■ WFVA-FM (101.5 mhz) Fredericksburg, Va.—Seeks CP to change TL; change ERP to 30 kw, and change HAAT to 400 ft. App. July 30.

■ KTCW (98.3 mhz) Pasco, Wash.—Seeks mod. of CP to change TL and change HAAT to 195 ft. App. July 26.

Actions

AM's

■ WGSF (1220 khz) Arlington, Tenn.—Granted app. to make changes in ant. sys. Action July 22.

FM's

■ KFAC-FM (92.3 mhz) Los Angeles—Dismissed app. to change ERP to 39 kw and change HAAT to 2,910 ft. Action July 18.

■ KRBO (102.7 mhz) Red Bluff, Calif.—Granted app. to change TL; change ERP to 12 kw; change HAAT to 1,016.8 ft., and make changes in ant. sys. Action July 19.

■ *KWBI (91.1 mhz) Morrison, Colo.—Granted app. to change ERP to 100 kw and make changes in ant. sys. Action July 23.

■ *WJIS (88.1 mhz) Bradenton, Fla.—Granted app. to change TL; change HAAT to 396 ft., and make changes in ant. sys. Action July 23.

■ KVKI-FM (96.5 mhz) Shreveport, La.—Dismissed app. to operate formerly authorized facilities as aux. Action July 18.

■ KZEA (105.5 mhz) Healdton, Okla.—Dismissed app. to change SL. Action July 3.

TV's

■ WTKW (ch. 16) Key West, Fla.—Granted app. to change ERP to vis. 1,589 kw, aur. 158.9 kw and replace ant. Action July 23.

■ WJAL (ch. 68) Hagerstown, Md.—Denied app. to move SL outside community of lic. Action July 22.

■ KTVN (ch. 2) Reno—Dismissed app. to change ERP to vis. 42.7 kw, aur. 4.3 kw and change TL. Action July 22.

■ *WRRC-FM (100.1 mhz) Lawrenceville, N.J.—Returned app. to change ERP to .0196 kw. Action July 23.

■ WEJC (ch. 20) Lexington, N.C.—Granted app. to change ERP to vis. 4,616 kw, aur. 461.6 kw and change HAAT to 855 ft. Action July 23.

■ WRCB-TV (ch. 3) Chattanooga, Tenn.—Granted app. to replace ant. Action July 23.

■ KTRE (ch. 9) Lufkin, Tex.—Granted app. to change ERP to vis. 158 kw, aur. 31.6 kw; change HAAT to 670 ft., and replace ant. Action July 19.

■ *WCVE-TV (ch. 23) Richmond, Va.—Granted app. to modify transmitter. Action July 23.

Summary of broadcasting as of June 30, 1985

Service	On Air	CP's	Total *
Commercial AM	4,792	170	4,962
Commercial FM	3,801	418	4,219
Educational FM	1,194	173	1,367
Total Radio	9,787	761	10,548
FM translators	789	444	1,233
Commercial VHF TV	541	23	564
Commercial UHF TV	374	222	596
Educational VHF TV	113	3	116
Educational UHF TV	186	25	211
Total TV	1,214	273	1,487
VHF LPTV	218	74	292
UHF LPTV	127	136	263
Total LPTV	345	210	555
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call Letters

Applications

Call	Sought by
	New AM
WJJF	Astro Broadcasting System, Hope Valley, R.I.